

Research	The Big Five Personality and Behavioral Imitation Net Idol of Adolescents
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Abstract

The purpose of this research was to examine the media exposure, awareness, attitude and behavioral imitation of Net Idol according to big five personality. This research employs both qualitative and quantitative researches. The qualitative research was conducted by the focus group discussion with 20 undergraduate students and the quantitative research was applied survey research with cross - sectional study and using questionnaires for information gathering from 400 undergraduate students. In analysis and present the information, this research was used descriptive statistics comprising frequency, percentage, arithmetic mean, standard deviation, Pearson product moment correlation. The findings are as follows:

- 1) A majority of the respondents were female under 20 years old and studying in the 3rd year. They were from Bangkok and vicinity and parents were self-employed. The respondents recognized the reputation and ability of Net idols in fashion and dress.
- 2) The study of the media exposure showed that a majority of the respondents used Facebook and Instagram to follow information of Net idol and the major reason of the following was Net Idol's personalities. The majority of the respondents followed their Net Idol one day per week and one time per day and the duration of their following was over one year.
- 3) The study of awareness about Net Idol found that a majority of the respondents perceived in a good level and they accepted the way in which Net Idol used Social Network as a tool to communicate with. Also, some internet celebrities purposed in famous and tried to do everything to get recognition in the social.
- 4) The study of attitude about net idol presented that a majority of the respondents had a great level with their Net Idol. They often followed and imitated their Net Idol on the Social Network.

5) The study of behavior imitation found that a majority of the respondents imitated the behavior of their net idol in a moderate level and they always imitated Net Idols, having most subscribers, also they frequently bought the product based on the advice of their Net idols.

6) The study of the big five personality indicated that Conscientiousness was the highest average of personality. The Openness to experience personality was the second and following by Extraversion personality, Agreeableness personality and Neuroticism respectively.

7) Hypothesis

The first hypothesis revealed that the big five personality traits had no effect on the time of finding and following information of Net Idol.

The second hypothesis showed that the big five personality traits were associated with the awareness of perceives information of Net Idol.

The third hypothesis presented that extraversion, agreeableness, and conscientiousness personality traits were associated with the attitudes of knowledge about Net Idol and neuroticism, extraversion and conscientiousness personalities was related to the attitude of Net idol's feelings. Also, extraversion, openness to experience and conscientiousness were connected to the attitude of Net Idol's behavioral.

The fourth hypothesis found that extraversion and agreeableness personality traits were associated with the behavior imitation.

The fifth hypothesis concluded that the time of following information of Net Idol was related to the perceptions of Net Idol's information.

The sixth hypothesis showed that the awareness of Net Idol's information was connected to the knowledge, feeling and behavior attitudes of Net Idol.

The seventh hypothesis revealed that the knowledge, feeling and behavior attitudes of Net Idol were associated with the behavior imitation.

The results of this research are useful to product owners who need to promote their products through Net Idol having the important influence on the social network. Net Idol needs to create a good image and trustworthy. Additional, he or she needs to be a good example for his/ her follower and teenager, who is following his/her Net Idol, will recognize the positive attitudes affected on the behavior imitation.

Keywords Big Five Personality Behavioral Imitation Net Idol